

ESTTA Tracking number: **ESTTA568666**

Filing date: **11/02/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92057938
Party	Plaintiff SENSA, Inc.
Correspondence Address	TIMOTHY M MACIVOR SENSA INC 1401 BAY ROAD SUITE 310 MIAMI BEACH, FL 33139-3781 UNITED STATES sensation@gmail.com
Submission	Motion to Amend Pleading/Amended Pleading
Filer's Name	Timothy M MacIvor
Filer's e-mail	sensation@gmail.com
Signature	/Timothy M MacIvor/
Date	11/02/2013
Attachments	sensa3613479amendcancel.pdf(694389 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK AND APPEAL BOARD

In the matter of Trademark Registration No. 3613479

For the mark SENSEA

Date Registered April 28th, 2009

SENSEA, Inc.

V.

SENSEA Products, LLC

Motion to Amend Petition to Cancellation

SENSEA, Inc. (Florida)
1401 Bay road, Suite 310
Miami Beach, Florida 33139-3781

Owner of Registration

SENSEA Products, LLC (Delaware)
Suite 4100
2300 Rosecrans Avenue
El Segundo, California 90245

The above-identified petitioner believes that it will be damaged by the above-identified registration, and hereby petitions to cancel the same.

The grounds for cancellation are as follows:

1. The Respondent is not the owner of the registered Petitioners Word Mark "SENSEA".
2. Priority of rights and likelihood of confusion, the similarity of the marks in the same distribution of sales and advertising, nature of goods, the conditions under which and buyers to whom sales are made.
3. Dilution of the Petitioners Word Mark "SENSEA" is therefore a result caused by the Respondents "SENSEA" mark.

By



Timothy M. MacIvor
SENSEA, Inc. President

Date November 2, 2013

I hereby certify that a true and complete copy of the foregoing Motion to Amend Petition to Cancellation has been served on SENSEA Products, LLC., Suite 4100, 2300 Rosecrans Avenue, El Segundo, California 90245, by mailing November 2, 2013, via First Class Mail, postage prepaid.



/Timothy M. MacIvor/

Timothy M. MacIvor
SENSEA, Inc. President